

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (Prices effective

December Holidays 2004

through Dec 25; prices in dollars per can/jar unless otherwise noted;

BROTH and GRAVY

all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Chicken Broth 14 oz.	Gravy 10.5 oz. can	Gravy 12 oz. jar	Conditions
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV						
Connecticut	A&P Foodmart	College Inn Heinz	0.25		1.00	
	Big Y	Swanson's Campbell's Heinz	0.50	0.67	1.00	
	Food Emporium	Swanson's Heinz	0.60		0.99	w/ store card w/ store card
	Price Chopper	College Inn Campbell's Heinz	0.54	0.50	1.00	w/ store card
	Shaw's	Swanson's	0.50			
	ShopRite	Campbell's		0.75		
Washington, DC	Super Fresh	College Inn Heinz	0.25		1.00	
Delaware	Acme	College Inn Knorr Heinz	0.67 2.50		1.00	w/ store card 30.4 ounce w/ store card
	Giant	Swanson's Nature's Promise	1.99 1.49			32 ounce Organic - 32 ounce
	Pathmark	College Inn Heinz	0.75		0.99	
	Super Fresh	College Inn Heinz	0.25		1.00	
	Wegman's	Swanson's	0.50			w/ store card
Florida	Albertsons'	Swanson's Heinz	0.67		1.00	w/ store card w/ store card
	Harris Teeter	Swanson's	0.69			
	Ingle's	Butterball Swanson's	0.50 0.50			
	Publix	Swanson's Heinz	0.50		0.99	
	Winn Dixie	Swanson's	0.67			
Georgia	Harris Teeter	Swanson's	0.69			
	Kroger	Swanson's	0.40			
	Ingle's	Butterball Swanson's	0.50 0.50			
	Publix	Swanson's Heinz	0.50		0.99	
	Save Rite	Swanson's	0.64			
Maine	Shaw's	Swanson's	0.50			
Maryland	Acme	College Inn Knorr Heinz	0.67 2.50		1.00	w/ store card 30.4 ounce w/ store card
	Giant	Swanson's " College Inn Nature's Promise Campbell's Boston Market Giant	0.50 1.99 1.09 1.49	1.19 0.89	1.99	w/ store card 32 ounce Organic - 32 ounce w/ store card
	Food Lion	Swanson's	0.50			w/ store card
		Food Lion	0.49			w/ store card

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Maryland (continued)	Food Rite	Swanson's Heinz	0.50		0.99	
	Martin's	College Inn	0.50	0.50	1.39	w/ store card
		Campbell's Giant Heinz			0.99	w/ store card
	Shopper's	College Inn Richfood Swanson's	0.55 0.50 0.79			
	Super Fresh	College Inn	0.59			w/ store card
		Swanson's	0.99			
		American Choice	.70-.99	1.29	2.49	varies by location
		Campbell's Boston Market Heinz Franco American		1.49	1.00	
Massachusetts	Wegman's	Swanson's	0.50			w/ store card
	Weis	College Inn	0.50			w/ store card
		Swanson's	0.50			w/ store card
		Weis	0.50	0.50		
		Campbell's			0.99	
		Heinz				
New Hampshire	Big Y	Swanson's	0.50			
	Price Chopper	College Inn	0.54	0.50	1.00	w/ store card
		Campbell's Heinz				
	Roche Bros.	College Inn	0.50			
	Shaw's	Swanson's	0.50			
New Jersey	Victory	Swanson's	0.50			
	P&C Foods	College Inn	0.50			
	Price Chopper	College Inn	0.54	0.50	1.00	w/ store card
		Campbell's Heinz				
New Jersey	Shaw's	Swanson's	0.50			
	A&P Foodmart	College Inn	0.50		1.00	w/ store card
		Heinz				w/ store card
	Acme	College Inn	0.67			w/ store card
		Knorr Heinz	2.50		1.00	30.4 ounce w/ store card
	Associated	Swanson's	0.50			
	Food Town	College Inn	0.33	0.50	0.99	
		Campbell's Food Town				
	Genuardi's	College Inn Genuardi's	0.50	0.33		
	Giant	Swanson's	1.99			32 ounce
		Nature's Promise	1.49			Organic - 32 ounce
	Pathmark	College Inn	0.75			
	Shop Rite	Campbell's		0.50		
	Super Fresh	College Inn Heinz	0.25		1.00	

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New Jersey (continued)	Weis	College Inn Swanson's Campbell's Heinz	0.50 0.50	0.50	0.99	
	Wegman's	Swanson's	0.50			w/ store card
New York	A&P Foodmart	College Inn Heinz	0.50		1.00	w/ store card w/ store card
	Associated	Swanson's	0.50			
	Best Yet	College Inn Swanson's Franco American	0.60 0.50	0.50		
	Chanatry's	College Inn	0.75			
	Compare	College Inn	0.50			
	D'Agostino's	Best Yet College Inn Health Valley Swanson's Pacific Campbell's Franco American	0.99 1.29 2.45 0.67 3.49	0.67 0.67		32 ounce Organic - 32 ounce
	Food Emporium	College Inn Heinz Franco American	0.89	0.50	1.50	
	Food Town	College Inn Campbell's	0.33	0.50		
	Gristedes	Butterball Campbell's College Inn " " Health Valley Franco American Heinz	0.99 0.99 0.99 2.59 1.79	1.19 1.19	1.99 1.99	32 ounce
	King Kullen	College Inn Swanson's Campbell's Heinz	0.50 0.66	0.50	1.29	
	P&C Foods	College Inn	0.50			
	Pathmark	College Inn	0.75			
	Pioneer	College Inn Swanson's Campbell's Heinz	0.50 0.79	0.50	0.67	
	Price Chopper	College Inn Campbell's Heinz	0.54	0.50	1.00	w/ store card
	Quality Markets	Swanson's	0.75			
	Shop Rite	Campbell's		0.50		w/ store card
	Tops	Swanson's Campbell's Franco American	0.50	0.50 0.50		

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New York (continued)	Weis	College Inn Swanson's Campbell's Heinz	0.50 0.50	0.50	0.99	
	Waldbaum's	College Inn	0.50			
North Carolina	Bloom	Swanson's	0.59			
	Harris Teeter	Swanson's	0.69			
	Ingle's	Butterball Swanson's	0.50 0.50			
	Winn Dixie	Swanson's	0.67			
Rhode Island	Shaw's	Swanson's	0.50			
Pennsylvania	Acme	College Inn Knorr Heinz	0.67 2.50		1.00	w/ store card 30.4 ounce w/ store card
	Boyer's	Butterball Campbell's Heinz	0.79	0.50	0.99	
	Genuardi's	College Inn Genuardi's	0.50	0.33		
	Giant Eagle	Heinz			1.49	
	Landis	Swanson's Campbell's Heinz	0.50	0.50	0.99	
	P&C Foods	College Inn	0.50			
	Pathmark	College Inn	0.75			
	Price Chopper	College Inn Campbell's Heinz	0.54	0.50	1.00	w/ store card
	Shop Rite	Campbell's		0.50		
	Tops	Swanson's Heinz	0.50		0.99	
	Super Fresh	College Inn Heinz	0.25		1.00	
	Weis	College Inn Swanson's Campbell's Heinz	0.50 0.50	0.50	0.99	
South Carolina	Food Lion	Campbell's		0.59		
	Harris Teeter	Swanson's	0.69			
	Ingle's	Butterball Swanson's	0.50 0.50			
	Kroger	Swanson's	0.60			
	Publix	Swanson's Heinz	0.50		0.99	
	Winn Dixie	Swanson's	0.67			
Vermont	P&C Foods	College Inn	0.50			
	Price Chopper	College Inn Campbell's Heinz	0.54	0.50	1.00	w/ store card
	Shaw's	Swanson's	0.50			
Virginia	Food City	Valu Time	0.33			
		Swanson's	0.99			buy 1 get 1 free

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Virginia (continued)	Food Lion	Swanson's	0.59			w/ store card
		"	0.95			w/o store card
		Campbell's		0.59		w/ store card
		"		0.89		w/o store card
	Giant	College Inn	0.99			
		Giant	0.79			
		Swanson's	0.89			
		Swanson's	1.99			32 ounce
		Nature's Promise	1.49			Organic - 32 ounce
		Campbell's		0.50		w/ store card
		Heinz			0.99	
		Giant		0.85		
	Harris Teeter	Swanson's	0.69			
		Campbell's		0.69		
		Heinz			0.99	
	Ingle's	Butterball	0.50			
		Swanson's	0.50			
	Martin's	College Inn	0.50			
	Shopper's	College Inn	0.50			
		Campbell's		0.59		
Heinz				1.25		
Ukrop's	Ukrop's	0.44				
Wal-Mart	Swanson's	0.68				
	"	1.78			32 ounce	
	"	2.18			32 ounce Organic	
"	Great Value	0.44				
Wegman's	Swanson's	0.50			w/ store card	
Heinz				1.19		
Weis	College Inn	0.50				
	Swanson's	0.50				
	Campbell's		0.50			
Heinz				0.99		
Winn Dixie	Swanson's	0.67				
	Heinz				0.98	
West Virginia	Giant Eagle	Heinz			1.49	
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI						
Alabama	Ingle's	Butterball	0.50			
		Swanson's	0.50			
		Heinz			0.99	
	Kroger	Swanson's	0.60			
	Publix	Swanson's	0.50			0.99
Heinz						
Winn Dixie	Swanson's	0.67				
Campbell's			0.50			
Arkansas	Dillion's	Swanson's	0.59			
	Kroger	Sweet Sue	0.50			
Illinois	Cub Foods	Swanson's	0.50		0.99	
		Heinz			0.99	
	Dominick's	Swanson's	0.50			
	Hilander	Swanson's	0.60			
	Meijer	Meijer	.33-.39			

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Illinois (continued)	Shop'n Save	Swanson's	0.39			
		Sweet Sue	0.32			
		Campbell's		0.39		
		Franco American		0.39		
Indiana	Kroger	Heinz			0.99	
	Martin's	Swanson's	0.40			
	Marsh	Sweet Sue	1.79			49.5 ounce w/ card
	Meijer	Meijer	.33-.39			varies by location
	Owen's/Payless	Swanson's	0.60			
Iowa	Dahl's	Flavorite	0.50	0.69		
Kansas	Dillion's	Swanson's	0.59			
	Hen House	Swanson's	0.66			
		Sweet Sue	0.50			
	HyVee	Swanson's	0.50			
	Price Chopper	Swanson's	0.59			w/ store card
Kentucky	Food City	Valu Time	0.33			
		Swanson's	0.99			buy 1 get 1 free
	Kroger	Heinz			0.99	
	Meijer	Meijer	0.33			
	Remke	Heinz			1.00	
Louisiana	Winn Dixie	Swanson's	0.67			
		Albertson's	0.45	0.50		
		College Inn	0.67			
		Knorr	2.50			
		Heinz			1.00	30.4 ounces
Michigan	Felpausch	Heinz			0.99	
	Kroger	Campbell's		1.00		
		Kroger	0.50			
	Martin's	Swanson's	0.40			
	Meijer	Meijer	.33-.39			varies by location
	VG Foods	Heinz			0.99	
Minnesota	Counry Market	Campbell's		0.88		
		Swanson's	0.58			
Mississippi	Brookshire's	Sweet Sue	0.50			
	Kroger	Swanson's	0.50			
	McDade's	Swanson's	0.59			
	Winn Dixie	Swanson's	0.67			
Missouri	Dierberg's	Sweet Sue	0.67			
	Dillion's	Swanson's	0.59			
	Hen House	Sweet Sue	0.50			
	HyVee	Swanson's	0.50			
	Price Chopper	Swanson's	0.59			w/ store card
	Schnuck's	Swanson's	0.50			
		Sweet Sue	0.50			
	Shop N Save	Swanson's	0.49			
		Sweet Sue	0.33			
		Campbell's		0.49		
		Franco American		0.49		
Nebraska	Baker's	Swanson's	0.59			
	Food-4-Less	Heinz			1.00	
		Franco American			1.00	

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Ohio	Giant Eagle	Heinz			1.49	
	Meijer	Meijer	.32-.39			varies by location
	Tops	Swanson's Heinz	0.50		0.99	
Oklahoma	Dillion's	Swanson's	0.59			
South Dakota	Albertson's	Swanson's	0.50			
	HyVee	Swanson's	0.50			
Tennessee	Food City	Valu Time Swanson's	0.33 0.99			buy 1 get 1 free
	Harris Teeter	Swanson's	0.69			
	Ingle's	Butterball Swanson's	0.50 0.50			
	Publix	Swanson's Heinz	0.50		0.99	
	Schnuck's	Swanson's	0.50			
	Winn Dixie	Swanson's	0.67			
Texas	Central Market	Dominique's	0.59			13.75 ounces
	HEB	Hill Country Franco American	0.50		0.99	
	Kroger	Swanson's	0.60			
	Market Street	Swanson's Heinz	0.50		0.99	
	Tom Thumb	Swanson's	0.50			
Wisconsin	Cub Foods	Swanson's	0.50			
	Jewel	Swanson's	0.50			
	Sentry Foods	Swanson's	0.49			
WESTERN U.S. - AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA						
Alaska	Fred Meyers	Fred Meyers	0.33			w/ store card
	Safeway	Swanson's	0.60			w/ store card
Arizona	Albertson's	Albertson Pacific	0.89 2.00			32 oz.
	Safeway	Swanson's	0.60			w/ store card
	Smith's	Swanson's	0.50			
California	Andronico's	Hain Swanson's	0.99 0.50			
	G&G	Swanson's	0.50			
	Raley's	Swanson's Campbell's Franco American	0.60	0.50 0.50		
	Ralph's	Swanson's	0.66			
	Stater Brothers	Swanson's	0.50			
	Von's	Swanson's	0.50			w/ store card
Colorado	Albertson's	Swanson's	0.50			w/ store card
	City Market	Swanson's	0.60			
	King Sooper	Swanson's	0.33			
	Safeway	Swanson's	0.50			w/ store card
Hawaii	Safeway	Swanson's	0.50			w/ store card
Idaho	Rosauer's	Swanson's Heinz	0.69		0.67	
	Safeway	Swanson's	0.60			w/ store card
	Smith's	Swanson's	0.50			
Montana	Rosauer's	Swanson's Heinz	0.69		0.67	

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Montana (continued)	Safeway	Swanson's	0.60			w/ store card
	Smith's	Swanson's	0.50			
Nevada	Safeway	Swanson's	0.60			w/ store card
	Smith's	Swanson's	0.50			
New Mexico	Albertson's	Albertson Pacific	0.89 2.00			32 oz.
	City Market	Swanson's	0.60			
	Safeway	Swanson's	0.60			w/ store card
	Smith's	Swanson's	0.50			
Oregon	Albertson's	Albertson	0.79			w/ store card
	Rosauer's	Swanson's Heinz	0.69		0.67	
	Safeway	Swanson's	0.50			w/ store card
	Thriftway	Pacific	1.99			32 ounce, organic
Utah	City Market	Swanson's Kroger	0.60 0.33			
	Safeway	Swanson's	0.50			w/ store card
Washington	Albertson's	Albertson	0.89			w/ store card
	Rosauer's	Swanson's Heinz	0.69		0.67	
	Thriftway	Pacific	1.99			32 ounce, organic
	Top Food	Haggen Pacific	0.50 1.99			32 ounce, organic
	Safeway	Swanson's	0.50			w/ store card
Wyoming	Albertson's	Swanson's	0.50			
	City Market	Swanson's	0.60			
	Smith's	Swanson's	0.60			